

**Amendments to the Claims:**

**This listing of claims will replace all prior versions, and listings, of claims in the application:**

**Listing of Claims:**

1. (Currently amended) A lamp assembly, comprising:

a reflector having an opening defined by an upper rim and a concave reflective surface surrounded by the upper rim;

an illumination element mounted within the opening of the reflector;

an air guide conduit having air conducting walls that extend for a substantial length in a direction around the upper rim of the reflector, the air guide conduit having an air inlet and having an air outlet into the opening of the reflector; and

a blower operatively connected to the air inlet of the air guide conduit, wherein the blower introduces air into the air inlet tangentially with reference to the air conducting walls.

2. (Previously presented) The lamp assembly as claimed in claim 1, wherein the air outlet of the air guide conduit has an air conducting inner side wall that extends into an inner periphery of the upper rim of the reflector.

3. (Original) The lamp assembly as claimed in claim 2, wherein the air outlet extends circumferentially adjacent the inner periphery of the upper rim of the reflector.

4. (Previously presented) The lamp assembly as claimed in claim 3, wherein the air outlet is defined between the upper rim of the reflector and the inner side wall of the air guide conduit.

5. (Original) The lamp assembly as claimed in claim 1, wherein the concave reflective surface defines a parabolic or elliptical opening in the reflector.

6. (Previously presented) The lamp assembly as claimed in claim 1, wherein the air guide conduit circumferentially overlaps and extends into the opening in the reflector.

7. (Original) The lamp assembly as claimed in claim 6, wherein the air outlet is located at the circumferential overlap between the air guide conduit and the opening in the reflector.

8. (Previously presented) The lamp assembly as claimed in claim 1, wherein the opening in the reflector faces towards an optical modulator of a projection display device and wherein the air outlet is configured to direct air out of the reflector in a direction towards the optical modulator.

9. (Previously presented) The lamp assembly as claimed in claim 1, wherein the air conducting walls comprise an air conducting outer wall extending beyond and circumferentially around an outer periphery of the upper rim of the reflector, and an

air conducting inner side wall extending beyond and circumferentially around an inner periphery of the upper rim of the reflector.

10. (Original)        The lamp assembly as claimed in claim 9, wherein the inner side wall partially extends into the opening and is spaced from the inner periphery of the upper rim to define the air outlet there between.

11.    (Currently amended)        A lamp assembly comprising:

        a reflector having an opening defined by an upper rim and a concave reflective surface surrounded by the upper rim;

        an illumination element mounted within the opening of the reflector; and

        cooling means for creating a vortex and introducing the created vortex tangentially into the opening such that the created vortex travels down the concave reflective surface of the reflector.

12. (Original)        The lamp assembly according to claim 11, wherein the illumination element is coaxially mounted within the opening of the reflector, and wherein said cooling means introduces the vortex into the opening such that the vortex is reflected from a bottom of the concave reflective surface back towards the upper rim of the reflector.

13. (Original)        The lamp assembly according to claim 12, wherein said cooling means introduces the vortex into the opening such that the portion of the vortex

which is reflected back towards the upper rim is coaxially contained within the portion of the vortex which travels down the concave reflective surface of the reflector.

14. (Original)        The lamp assembly as claimed in claim 13, wherein the concave reflective surface defines a parabolic or elliptical opening in the reflector.

15. (Previously presented) The lamp assembly as claimed in claim 13, wherein the opening in the reflector faces towards an optical modulator of a projection display assembly and wherein the cooling means directs air out of the reflector in a direction towards the optical modulator.

16. (Currently amended) A method of cooling a lamp, the lamp including a reflector having an opening defined by an upper rim and an concave reflective surface surrounded by the upper rim, and an illumination element mounted within the opening of the reflector, said method comprising acts of creating a vortex and introducing the created vortex ~~tangentially~~ into the opening such that the created vortex travels down the concave reflective surface of the reflector.

17. (Original)        The method according to claim 16, wherein the illumination element is coaxially mounted within the opening of the reflector, and wherein the vortex is reflected from a bottom of the concave reflective surface back towards the upper rim the reflector.

18. (Original)        The method according to claim 17, wherein the portion of the vortex reflected back towards the upper rim of the reflector is coaxially contained within the portion of the vortex traveling down the concave reflective surface of the reflector.

19. (Previously presented) The method as claimed in claim 18, wherein the concave reflective surface defines a parabolic or elliptical opening in the reflector.

20. (Currently amended) The method as claimed in claim 18, wherein the opening in the reflector faces towards an optical modulator of a projection display assembly, the method comprising an act of directing air out of the reflector in a direction towards the optical modulator.

21. (Previously presented)        The lamp assembly as claimed in claim 1, wherein the substantial length of at least one of the air conducting inner side walls extends more than half-way around the upper rim of the reflector.

22. (New)            The lamp assembly as claimed in claim 1, wherein a vortex is created prior to introduction of the air into the opening.

23. (New)            The lamp assembly as claimed in claim 22, wherein the vortex has a swirl of greater than 90 degrees about a center of the swirl prior to introduction into the opening.

24. (New)           The lamp assembly as claimed in claim 11, wherein the vortex has a swirl of greater than 90 degrees about a center of the swirl prior to introduction into the opening.

25. (New)           The lamp assembly as claimed in claim 11, wherein the vortex is introduced tangentially with reference to the upper rim, into the opening.

26. (New)           The method as claimed in claim 16, wherein introducing the created vortex comprises an act of introducing the vortex tangentially with reference to the upper rim, into the opening.